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A project of the Communication Arts Center of the University of Denver explored the use of a mass medium (television) to communicate to the urban poor helpful information about problems in their every day lives. A random sample of 649 residents of a Denver public housing project was chosen. They were first interviewed to gain information about themselves, their problems, and their television viewing habits. An eight-episode soap opera, "Our Kind of World," was developed, containing bits of information about possible solutions to problems interwoven in the plot. After the series was shown on a local ETV station, the sample group was reinterviewed. Viewers found the show believable (90%), enjoyable (67%), and helpful (62%). Thirty-nine per cent of the sample said they considered a change in their way of living as a result of information gained from the shows. It was concluded that a small sub-population could be reached with specific information relevant to their problems, using a channel of the mass media and tailoring the content and format to the target audience. Methods of statistical evaluation were not given. (JY)

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OPERATION GAP-STOP

A STUDY OF THE APPLICATION OF COMMUNICATION TECHNIQUES IN REACHING THE UNREACHABLE POOR

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Operation Gap-Stop was a project of the Communication Arts Center of the University of Denver.

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The eight episodes of the television serial Our Kind of World which were an intrinsic part of the project were produced and aired by KRMA-TV in Denver.

Producer-Director: Rick Schmidt

Executive Producer: Jack Schlaefle

Our Kind of World was awarded a regional "Emmy" by the National Academy of Television Arts and Sciences for the year 1967-68.

Crisis in Urban Communication

America has always been a nation of change--restless, dynamic and creative. But since the end of the last war the rate of change experienced in America has become prodigious, outstripping anything known hitherto anywhere in the world. The fountainhead of this change has been a dramatically innovative technology which has produced startling dividends in wealth and leisure. Sadly, in its wake, it has also bequeathed a legacy of disquiet and perplexity.

Nowhere has the rate of social change produced by technological progress brought forth more urgent and pressing problems than in America's cities. The flow of population from the rural to the urban setting that has been a characteristic of industrial societies for more than a century has continued with some notable modifications. A series of significant mechanical innovations in the agricultural sector has, in the last decade or so, flooded the cities, particularly the northern cities, with large numbers of dispossessed agricultural workers, many of them Negroes. However, because of another series of innovations, the demand for such unskilled labor as these immigrants generally represent has been progressively diminishing. As unemployment has thus mounted among the urban poor the resultant growth of crime and civil unrest has led to a progressive evacuation of the core cities by the middle class. This, in turn, has caused a diminution of the urban tax base resulting in run-down, underfinanced and undermanned civil services.

We are thus presented with a historically unique anomaly. As American society in gross terms proceeds to levels of affluence hitherto unknown, the great cities, traditionally the economic and cultural bases of our society, have become the scene of turmoil, unrest and violence.

This new and disturbing situation represents the greatest challenge thus far to that pragmatic flexibility which has always been the strength of American society. The challenge is great because it is urgent. We are no longer in a position to reserve our options by debating whether or not change should take place. We must face the fact, however unwelcome, that radical and irreversible changes have already taken place, and that we either adapt to those changes positively and creatively or passively submit to the damage to society that may be wrought by blind uncontrolled force.

No sector of our society is immune to the pressing necessity for adaption to the new emergent reality. Most notably and most urgently, government and business are under an inescapable obligation to redefine their respective roles and to accept a fuller, more positive involvement in the total spectrum of urban life. Nor can the mass media evade the challenge of a radically altered and threatening situation.

Information is the life blood of our modern society. Knowledge is the basis of our affluence. The crises that face us are, finally, crises

of ignorance and misunderstanding. Because it is through the mass media that most of our information flows, because it is by the mass media that we build our store of knowledge, it is only through responsible and judicious use of the mass media that we can overcome the crises of ignorance and misunderstanding that face us.

It was with these considerations that Project Gap-Stop was envisaged. The aim of Project Gap-Stop was to explore a new and innovative use of television.

Traditionally television uses a "scatter gun" technique. It hits the largest number of viewers by aiming squarely at the center of the mass. And it might well be argued that for a mass medium this is the most apt policy. Certainly most people are pleased most of the time with most of the fare offered by television. In general terms the "scatter gun" technique works well. But certain sub-populations miss out. Because they are too far from that central point on which programmers concentrate their aim these sub-populations are inadequately served. The world portrayed on television is not their world; its problems are not their problems; its news has little real bearing on their day-to-day lives. Because of this, television, rather than "tying them in" to the totality of society, to some extent even operates to reinforce and underline their separation and isolation from society. Television in this context ceases to be a tool of socialization but acts, rather, as part of the mechanism of alienation.

Operation Gap-Stop--The Target Audience

Operation Gap-Stop was concerned with one of these relatively isolated sub-populations--the urban poor resident in the public housing projects of the City of Denver. The project set out to test the efficiency of television as a means of transmitting socially ameliorative information regarding day-to-day living to this particular sub-population. The approach adopted, in complete contradistinction to the "scatter gun" technique, was based on careful analysis of the needs and tastes of this distinct population and on the provision of program material hand-tailored to meet their very specific requirements.

Clearly the first task was to find out as much as possible about the people concerned. A team of interviewers was carefully selected, many of them from the Negro and Spanish-American minorities so amply represented in the housing projects. These interviewers descended on the housing projects and questioned a randomly chosen sample of 649 heads of disadvantaged families. From these interviews it was possible to put together an accurate and detailed picture of our target population.

The world of the City of Denver housing projects is very much a woman's world. Of our sample 76% were female. If many of them were women without men, certainly they were not without children. A majority (60%) of the women we were concerned with had more than two children and 46% had more than four children.

Not unexpectedly, income levels were low, with 80% living on less than $300 a month, and more than half (56%) living on less than $200 a month. About half (54%) had at one time been Welfare recipients. Generally, income levels and Welfare receipts were felt to be inadequate.

These women were trapped. The typical picture was that of a woman whose man had, for one reason or another, left her with two or three children, in a position where the only employment available hardly covered the cost of a baby sitter. Perhaps most strikingly, they were trapped by their own lack of education. Only 17% had completed high school, and only 26% had ever received any kind of vocational training.

Naturally enough, a high proportion of our sample (84%) admitted to having one sort of worry or another, and 39% confessed they were very worried. Predictably, in a group in which economic deprivation was endemic, financial problems loomed large. Of those interviewed 61% had some sort of financial problem in the family. Health problems were also wide spread, affecting 50% of the sample.

Many of these women suffered feelings of inadequacy in the face of the many problems besetting them. Some sort of inadequacy was experienced by 61% of our sample in dealing with health problems, by 45% in dealing with money problems, and even by 33% regarding the purchase and preparation of food.

One of the saddest aspects of the kind of situation in which so many of our sample found themselves is that they had no clear idea of where to turn for help. Of those interviewed, 60% confessed to a lack of knowledge concerning where to go for help in solving their problems. Poignantly, 68% found themselves in sympathy with the sentiment that "These days a person doesn't know who he can count on."

Many of the people in our sample were isolated from society and uninvolved in any kind of social activity. Of those interviewed, 92% said they usually spent their nonworking time at home and 65% belonged to no clubs or associations of any kind. Perhaps in view of the fact that 65% owned no car this lack of mobility is not so surprising.

Significantly, though, 90% <u>did</u> own a television set. One fact our survey brought out clearly was that television was the channel of communication preferred by our sample in building up its store of information about the world at large. Of those interviewed, 50% said that TV was the medium through which they received most of their news of the world. Newspapers ran second, representing the favored information channel for 30% of the sample. The sample spent more time using television than with any other medium at all times of day. They even spent more time viewing TV than in conversation with friends and neighbors. In the afternoons, for example, 46% spent more than an hour viewing TV. Whereas only 32% spent more than an hour in conversation. In the evenings, 65% spent more than an hour viewing

TV compared with 30% who spent more than an hour in conversation. Clearly McLuhan's electronic village is already with us!

Why did they use television? The following were cited as reasons for viewing television by those interviewed. The percentages refer to the proportion of the sample citing the reason in question.

A.	To keep me company when I feel lonely.	60%
B.	To help kill time.	50%
C.	To help me forget my troubles.	46%
D.	To make me feel good when I feel bad.	45%
E.	To stay feeling good when I feel good.	39%

In other words these psychologically supportive functions were mentioned, on an average, by 48% of the sample. However, other reasons were cited as follows:

F.	To learn about what is going on in the world.	83%
G.	To learn new things I didn't know before.	72%

So that what emerges is that, although the psychologically supportive functions of television were clearly important to our sample, these were of subordinate importance to the learning functions of the medium.

What kind of television did these people watch? Given the primacy of the learning functions over the psychologically supportive functions as reasons for viewing one might have been pardoned for expecting News, Documentaries, and so forth as the preferred program category. True, this category was cited by the second largest proportion of

respondents, 7%, as their first choice and as their second choice, by 6%, but the kind of program cited by the highest proportion of respondents as first choice, by 16%, and as second choice, by 14%, was the day time serial.

The conclusion was unavoidable. If the prime function of television was a learning function and the preferred program format was the "soap-opera" it seemed very likely that soap-operas were in fact being used as learning material.

But was there really an unrequited demand for the kind of program content we envisaged? We sought confirmation.

Our sample was asked what would be the chances of their viewing TV shows containing various kinds of informational material. The following percentages replied that there was a good chance they would view such programs.

Health	86%
Where to get help with problems	84%
Money management	81%
How to get a job and keep it	75%

Clearly a felt need existed. Could we provide the kind of program which could successfully fill that need?

"Our Kind of World"

Our pre-exposure survey had provided us with an invaluable body of information regarding our target population. This was rounded out with information from other sources.

Of late years a considerable literature has grown up concerning urban poverty. This we freely availed ourselves of. Michael Harrington's The Other America, David Caplovitz's The Poor Pay More, Herbert Gan's The Urban Villagers, Margaret Clark's Health in the Mexican-American Culture are only some of the references which proved particularly useful.

We went further and sought first hand expert advice from agencies and organizations familiar with the problems of the poor and operating in Denver. Altogether 27 experts affiliated with fourteen such agencies were interviewed on the following points. What kinds of information were the poor most in need of? What kinds of ignorance hurt them and had the most damaging kind of effects? What specific idiosyncrasies should we be aware of in trying to reach them?

What emerged from the inter-play of these various inputs?

As we have seen, the television format preferred by our audience was the soap-opera. Hence the emergence of "Our Kind of World"--an eight-part family serial. Woven into the eight scripts were "bits" of information in eight categories:

1. Health and hygiene

2. Diet and food preparation

3. Social services available

4. Social and family obligations

5. The world of work

6. How to get a job and keep it

7. Family budgeting and credit management

8. Sensible shopping habits

The information in these various categories was carefully balanced and metered to simplify the eventual assessment of impact.

The chief characters in the series belonged to two families living next door to each other in one of Denver's housing projects. In the first episode, Mrs. Donahue, the mother of a Negro family, is rushed to the hospital to have a baby, and a cousin, Marilyn, arrives to look after the two Donahue children Willy and Vicky. Mrs. Valdez, the Donahue's Spanish-American neighbor, rallies round, helping Marilyn with good advice. Mrs. Valdez's husband has left her to bring up her own son Ramon on A. D. C. In the second episode Floyd Donahue returns from California, where he has been unsuccessfully seeking work, to welcome his new son and to continue the heart-breaking search for employment in Denver. In later episodes Ramon, in his mother's absence, is smitten with diptheria. His mother's brother, Sam Romero, arrives on a visit, intervenes between Ramon and the ministrations of the neighborhood curandera and rushes the boy to the hospital. Ramon and Willy are

accused of vandalism at school, and Mrs. Valdez and Mrs. Donahue are brought to take a fresh look at the way they are raising their sons. Mrs. Donahue has an enlightening run-in with a door-to-door book salesman. Sam Romero buys a dud television from a gyp artist, and Mrs. Valdez explores the possibilities of redress with Legal Aid.

Finally Marilyn becomes engaged; Floyd Donahue gets a job in a welding shop and signs up for a welding training course in the evenings; Sam Romero takes a General Aptitude Test Battery at State Employment and is set to go on a M. D. T. A. training course as a chef.

All in all, "Our Kind of World" is a real story about real people in real situations.

To complete adherence to the soap-opera format preferred by our target audience, several "commercials" were devised for insertion into the actual programs. Because it was hoped that the shows might eventually be aired in other urban centers than Denver, local references are almost completely absent from the scripts themselves. The "commercials" compensated for this by stressing the services available through the Colorado State Employment Service, the City of Denver Department of Health and Hospitals, the Office of the Mayor of Denver, the City of Denver Welfare Department, City of Denver Schools Department and the Denver Metropolitan Council for Community Service.

Production of the eight shows was undertaken by Station KRMA, Denver's noncommercial television outlet. So far as possible actual

members of the city's ethnic minorities were cast as actors. Sensitive and creative direction succeeded in extracting vital and believable performances from all those involved. All concerned were more than satisfied with the quality of the eight shows.

But of course, finally, the arbiters in this regard had to be the audience. With this in mind Operation Gap-Stop proceeded to its last phase--a survey of those same family heads who had originally been interviewed. Had "Our Kind of World" reached its audience? What kind of impact had the shows enjoyed?

Impact of the Shows on Their Target Audience

There are difficulties in the way of assessing the relative success or failure of truly pioneering enterprises. There is no form to go on, no precedent, no yardstick. In spite of this, what has been learned concerning the impact of these shows seems to give grounds for a high degree of optimism regarding the approach adopted.

In the first place, prior to the shows being aired, a survey was conducted covering 649 heads of families (predominantly females) living in the public housing projects of the City of Denver. The chief aim of this first survey was to find out as much as possible about our target audience. What was the pattern of their day-to-day lives? What were their problems? What were their tastes in television? How did they gain knowledge of the world? What were their biggest areas of disabling ignorance?

These were the kinds of questions asked. The answers were invaluable in the preparation of the scripts.

By the time the shows had been aired several months had passed. Deaths, movements out of the area, and other reasons had reduced our original sample to 424.

We were interested in measuring the relative efficiency of various methods of motivating our audience into actually viewing the shows. The 424 individuals remaining from our original sample were therefore divided into three sub-groups.

One group of 68 was motivated to view by means of exposure to a modest amount of printed promotional material. A second group of 193 was motivated to view by means of a word-of-mouth campaign. A third group of 64 was motivated by means of a small token monetary incentive. A fourth group of 99 was used as a control, receiving no form of motivation at all.

As expected the most potent form of motivation proved to be the monetary award. 44% of the group thus motivated viewed the programs.[1] Print and word-of-mouth proved about as effective as each other with 16% and 17% of each group respectively viewing the shows. 10% of the control group viewed one or more of the shows.

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[1] That is viewed one or more of the episodes. The mean number of episodes watched by all 82 viewers was 4.7.

In all 82 (19.3%) of the 424 individuals in the sample watched one or more of the programs. Here it should be remembered that our first survey found that 10% of those interviewed did not own a television set. If we assume then that 10% of those interviewed in the second survey were unable to view because they did not own a receiver our 82 viewers represent 24% of all potential viewers (owners of TV receivers).

"Our Kind of World" would have received a rating of 7. Although the shows were also aired at 6:00 pm in the hope of picking up some male viewers who worked during the day, from the outset our prime target audience was recognized as female and the shows were aired at 12:00 noon with this audience in mind. Between 10:00 am and 2:00 pm ten soap-operas are screened in the Denver area. Noon was the central point in this period and the time we expected to find most of our audience. This proved to be the case.

Our rating of 7 compared well with other shows. The average rating for shows screened at noon in Denver is 6. The average rating of the ten soap-operas mentioned is 5. Only one of the ten rated more than a 7. Nine of the ten rated less than a 7.

True, "Our Kind of World" was aired twice a day and special motivational techniques were applied to a proportion of those in our sample. On the other hand, in view of the short period "Our Kind of World" was going to be on the air, and the fact that it was on an

educational channel generally neglected by our audience, the use of these devices is apt. The other soap-operas it should be remembered were on regular entertainment channels and in many cases had built up their audience over several years. "Our Kind of World" had only eight days!

The viewership percentages mentioned obviously refer to the percentage of those individuals comprising our sample who themselves viewed the shows.

However, our survey also brought to light the existence of a substantial "secondary audience." Although 58% of the sample reported they viewed "Our Kind of World" alone, 19% said they viewed the shows with their children, 5% with their spouse, 12% viewed the shows with spouse, children and other members of the family, and 2% reported having viewed with friends and neighbors. It would seem, therefore, a safe assumption that 38% of our "primary viewers" watched the shows in the company of, say, 3 other individuals, which would seem to point to a "secondary audience" of the order of approximately 100 individuals in addition to the primary audience of 82.

Comparing the "Our Kind of World" shows with other shows they liked to watch, 67% of viewers found them "better than most." They were particularly liked by Spanish-American viewers, 73% of whom thought them "better than most."

Of all those who viewed the shows, 31% said they enjoyed viewing them "about the same as most."

None found them "worse than most."

Asked whether they found the shows believable, 90% replied that they had found them "very believable." This compares well with a mere 1% who believed "hardly anything" of the contents in the shows.

Asked whether they found "Our Kind of World" like their own life, 79% of viewers said the shows were like their own life, of which 37% said they were "very much" like their own life.

In view of the fact that we were limited to producing only eight programs in the series we were particularly interested in whether or not, given time, it would be possible, hypothetically at least, to build a substantial audience for this kind of program. Indications were that a long-running series of this type would indeed find itself an audience.

Of those who viewed the shows 95% said that, if more similar shows were aired, there was a good chance that they would watch them; 62% said there was "a very good chance" that they would watch them.

The shows were talked about. Of those who viewed them, 46% reported they had discussed the shows with friends and relatives, and a satisfying 45% went so far as to recommend the shows to people outside their own immediate viewing circle. What is more, 42% reported that, so far as they were able to determine, these friends had in fact watched subsequent episodes.

Although the one aspect of the series singled out by most viewers (29%) as that which appealed to them was the plots or stories, an

important 21% mentioned the informational content as the aspect which most attracted them.

This, of course, was to us the most salient issue. Had we really reached our relatively "unreachable" audience? Had we made any real impact? Our survey indicated that, without any doubt, meaningful gains had been registered in this regard.

Of those who viewed "Our Kind of World," 62% said that the shows had, indeed, helped them with their everyday problems, and 36% said the shows had helped them "very much" or "a lot."

Certainly, those who had viewed the shows evidenced more self-confidence in dealing with everyday problems than did those who had not. When those who had viewed the shows were asked to rate their own knowledge in areas of practical everyday importance, and these findings were compared with similar data obtained from nonviewers in the sample, viewers displayed considerably more confidence in their own knowledge.

The following compares levels of knowledge claimed by viewers and nonviewers in areas of information covered in the "Our Kind of World" programs.

Comparisons of Viewers and Nonviewers Claimed Levels of Knowledge Regarding Areas of "Our Kind of World" Program Content

	Claimed Amount of Knowledge of Area			
	A Lot= Score 2 Per Cent	A Little= Score 1 Per Cent	Nothing= Score 0 Per Cent	Mean Score
Taking care of health problems				
Total Viewers (82)	52	48	-	1.5
Total Nonviewers (343)	45	52	3	1.4
Purchase and preparation of inexpensive, tasty and nourishing food				
Total Viewers (82)	61	34	5	1.6
Total Nonviewers (343)	57	40	2	1.5
Use of available community services				
Total Viewers (82)	42	51	7	1.3
Total Nonviewers (343)	30	54	16	1.1
How to handle finances and avoid financial troubles				
Total Viewers (82)	58	37	5	1.6
Total Nonviewers (343)	52	42	6	1.5
How to go about finding and keeping a job				
Total Viewers (82)	31	51	18	1.1
Total Nonviewers (343)	31	50	19	1.1

Although in one area, that concerning "How to go about finding and keeping a job," there was no real difference between viewers and nonviewers, the average difference over all five areas was .1 on the 2 point scale indicated. This is equivalent to a 5% premium to viewers over nonviewers regarding self-confidence in these areas of knowledge.

But of course our real aim had not been to improve self-confidence. The "Our Kind of World" shows had from the beginning been envisaged as an innovative attack upon ignorance. In this regard the shows had generally proved successful.

Comparing viewers with nonviewers in various general categories of knowledge covered in the "Our Kind of World" shows, in six categories viewers registered nothing but gain as follows:

		% point net gain for viewers
A.	Where to go for Information Relating to Various Kinds of Community Services	9.5
B.	Importance of Medical Care during Pregnancy	7.5
C.	Importance of Immunization Shots for Children	7.0
D.	How to Find a Job and Keep It	5.0
E.	Budgeting and Wise Shopping	2.4
F.	Importance of Psychological Support for Children in Learning Context	1.0

In one category gain and losses were mixed, nevertheless resulting in a net gain.

G.	General Health Information	+1

However in two general categories viewers actually scored consistently lower than nonviewers.

H.	Wise Handling of Credit	-3.5
I.	Correct Diet	-3.5

These findings can be regarded from a somewhat different viewpoint. Nonviewers, over the entire range of information with which we were concerned, answered correctly on average 76.2% of the time and incorrectly 23.8% of the time. In other words regarding the whole range of information on which they were tested, they displayed 76.2% knowledge and 23.8% ignorance. Viewers, on the other hand, displayed 79.5% knowledge and 20.5% ignorance, i.e., 3.3% less ignorance than nonviewers.

Although generally the "Our Kind of World" programs proved successful in getting over the information intended, clearly failure had to be accepted in certain areas. But even these "failures" posed exciting questions which might well become the subject of future research. For example, our efforts to educate our audience in the wise handling of credit proved consistently relatively less successful. This was a topic the programs hit hard--and yet they failed. Why was this? Clearly there is scope for more research here.

The acid test of this kind of programming had to be whether or not we had instituted any predispositions to change the behaviors of our target population. Those who had viewed the shows were asked whether they had actually changed their way of living on

account of viewing the "Our Kind of World " programs or envisaged doing so; 39% answered in the affirmative, i.e., that they had at least thought of changing their way of living.

These actual protocols serve to illustrate the kind of changes in behavior that viewers reported to have been initiated by the programs.

A. "It taught me more about my budget; also more about getting along with people."

B. "The shows taught me to keep my house cleaner and to plan my meals better."

C. "I will be buying and cooking foods that I had n . thought of."

D. "It told me where to go for help, otherwise I would not know where to go."

E. "We should make a list when we go to the store--otherwise I buy extra things."

F. "It made me more brave about talking with the teachers; I am not as shy as I was."

These are real advances. To the poor, ignorance is a luxury. Even such small gains as we have here been considering represent something of a minor triumph.

Recapitulating, the "Our Kind of World" shows represent a pioneering attempt in the use of television in bringing to a particular sub-population, the disadvantaged, the particular kinds of information which they most need. The use of the soap-opera format notably represents a very definite innovation in this regard.

Although only eight half-hour shows were aired, it seems legitimate to claim a high degree of success in relation to the goals originally envisaged.

67% of viewers found the shows better than most.

90% of viewers found the shows believable.

79% thought the shows to be "like their own life."

95% of viewers declared they would watch similar shows in the future.

62% of viewers said the shows had in fact helped them with their everyday problems.

Viewers generally expressed a 5% gain in self-confidence in key knowledge areas over nonviewers.

39% of viewers either had changed or were considering changing their day-to-day behavior as a result of viewing the shows.

Implications

One thing clearly demonstrated by Operation Gap-Stop is that television does have an alternative available to the "scatter gun" approach.

True, the "scatter gun" approach is likely to remain of prime importance to the television industry. The mass public demands such generally acceptable anodynes as the Beverly Hillbillies and the Andy Griffith Show, and the television industry will continue to provide them, while at the same time performing its other vital function, moving mountains of detergents, kitchen cleansers, aspirin, and stomach remedies.

But there is an alternative approach. Let us call it the "rifle" technique. Operation Gap-Stop has shown that the "rifle" approach can be used to pick out a specific target population and hit it successfully with exactly the kind of material needed in exactly the kind of format preferred.

There are many such specific sub-populations whose real needs are only marginally met by the "scatter gun" technique--the old, the sick, the young, the house-wife--all with their particular problems and highly specific informational needs.

Also, be it noted, there are now 48 positions on the TV dial. What does this portend? Is the same mass public to be assaulted at the same time by 48 "scatter guns"?

This carries communications overkill to the point of absurdity.

Surely, it is not too much to ask that one of those 48 positions on the TV dial be reserved for the poor, another for the old, another for the house-wife, and so forth.

Operation Gap-Stop has shown that this kind of "rifle" approach is not a mere idealistic hypothesis but a tried and proved practical reality. Operation Gap-Stop may well point the way towards a solution to the Crisis in Urban Communication. Certainly it is an approach that warrants further investigation.

Video-tapes of the eight episodes of "Our Kind of World" are available for screening by commercial and educational television stations.

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Operation Gap-Stop was a pioneering project in the use of television as a tool of community development. As such, from the outset a deliberate attempt was made to enroll wide community support and to involve as many community agencies and organizations as possible in the preparation of the television programs which were a part of the project.

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